



> MFG Day 2023: Use Your Voice

About MFG Day

Kicking off this year on Friday, Oct. 6, MFG Day is a flagship initiative of the Manufacturing Institute, the 501(c)3 nonprofit workforce development and education affiliate of the National Association of Manufacturers. MFG Day showcases the reality of modern manufacturing careers and addresses the skills gap that is leaving too many jobs unfilled. Over the past 12 months, the industry has averaged 783,000 open jobs per month. By 2030, more than 2.1 million U.S. manufacturing jobs could go unfilled, according to research from the MI and Deloitte.

This skills gap is in part due to a lack of awareness of the incredible career pathways in manufacturing. The NAM, the MI and manufacturers across the country are addressing this issue proactively with MFG Day. This initiative encourages thousands of companies and educational institutions around the nation to host events for students, parents, educators and community leaders to learn more about the opportunities modern manufacturing careers provide and to better understand the challenges of the skills gap.

**Help us celebrate
MFG Day and raise
awareness about
modern manufacturing
careers.**

Call to Action

This year, we invite you to film a short video clip about the importance of MFG Day for release on Oct. 6. In addition, we encourage you to spread the word about MFG Day on your social media channels using sample messaging included in this toolkit.

Below you'll find sample scripts for your video, best practices to utilize this video on social media and how to further engage with MFG Day and the MI to expand your message's reach and highlight the diverse career opportunities in modern manufacturing.



Video Script and Messaging

Below are sample video scripts to use highlighting MFG Day. Please tailor to fit your voice and your location.



One-minute video script

I'm **[Name, Title]**. Each day, manufacturers in America are making a difference in our lives by creating the products we use and rely on. Our manufacturers in **[location]** are vital not only to our economy but also to our local communities.

The U.S. manufacturing industry is looking for more creators to fill the jobs our country needs. In fact, by 2030, the U.S. will need to fill 4 million manufacturing jobs, according to research from the Manufacturing Institute and Deloitte.

Today, on M-F-G DAY 2023, we invite future creators to uncover the possibilities of a career in modern manufacturing by learning what this innovative industry has to offer. Join the teams working to design, build and lead the future who have already unlocked the secret to a rewarding career.

We thank all the manufacturers and partners hosting M-F-G Day events across the country for helping us spread the message in **[location]**: "Creators Wanted." Visit [MFGDay.com](https://www.MFGDay.com) to learn how creators in our area are inspiring the workforce of the future and how you can get involved.

30-second video script

OPTION 1

I'm **[Name, Title]**. Manufacturing has helped build this great country into what it is today and will continue to help it evolve into the future. Manufacturers have incredible career opportunities for all people whether just starting or changing careers. In fact, over the past 12 months, the industry has averaged 783,000 open jobs per month in America.

So today, on M-F-G DAY 2023, we invite future creators to uncover the possibilities of a career in modern manufacturing by learning what this innovative industry has to offer. We thank all the manufacturers and partners joining us to spread the message in **[Location]**: "Creators Wanted." Visit [MFGDay.com](https://www.MFGDay.com) to learn how creators in our area are inspiring the workforce of the future and how you can get involved.

OPTION 2

I'm **[Name, Title]**. Manufacturing is a cornerstone of the American story, but today, it needs our help to address a skills gap that is leaving millions of future jobs unfilled.

Today, on M-F-G DAY 2023, we join modern manufacturers and their partners in a message to America's future talent: "Creators Wanted." Visit [CreatorsWanted.org](https://www.CreatorsWanted.org) to learn more about a dynamic career in manufacturing.

➤ Social Media Recommendations and Templates

To get the word out about MFG Day among your constituents, we recommend posting the final video to your social media channels. Below are sample tweets, social media handles to tag and hashtags to use. Please tailor the language to fit your voice, your location and any top manufacturers within your district.



Sample tweets leading up to MFG Day

- On Friday, Oct. 6, @MFGDay will inspire the next generation of great American creators across the country. Join me in celebrating our state's manufacturers and supporting the industry's future by participating in #MFGDay23! MFGDay.com #CreatorsWanted
- There are millions of modern manufacturing jobs coming online in this decade— opportunities to create, contribute and connect. Join me in supporting the future of the industry by celebrating #MFGDay23 on Friday, Oct. 6! MFGDay.com #CreatorsWanted

Sample tweets on MFG Day

- Today is @MFGDay! Join me in celebrating our great state's manufacturers and supporting the movement to inspire the next generation of great American creators. MFGDay.com #MFGDay23 #CreatorsWanted
- The message manufacturers are sending to our students: #CreatorsWanted. Join me in celebrating @MFGDay and the future of this vital industry! MFGDay.com #MFGDay23
- Manufacturing is the backbone of America's economy. This @MFGDay, I want to thank the essential makers of this great nation and join them in raising awareness of the industry's need for future creators. MFGDay.com #MFGDay23 #CreatorsWanted

Social handles to tag

@MFGDay
@TheMfgInstitute
@ShopFloorNAM

Hashtags to use

#MFGDay23
#CreatorsWanted

➤ How to Further Engage with MFG Day and the MI

1

There are companies, large and small, in your state and region organizing incredible MFG Day events this year. **Find and consider participating in these events** by visiting <https://mfgday.com/#find>.

2

Engage with and share social media posts from MFG Day, the MI and the NAM on your social media platforms.

3

Engage with posts from manufacturers and organizations in your state or region using #MFGDay23.

